

Australian Travelers to
CALIFORNIA

Prepared for
California Tourism



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EXECUTIVE SUMMARY

AUSTRALIAN TRAVELERS TO CALIFORNIA

Total Market. Of 582,000 Australian visitors to the U.S., 53.8%, or 313,000 visited California in 2005. This represented a 21% increase from 2004, and a drop of 5% from the peak year of 2000. Australian arrival volumes at California ports-of-entry are showing an increase in 2006 continuing a trend of increases over the last three years.

	Visitors to CA from Australia (est.)	Australia to CA as % of total US
1994	257,000	63.2%
1995	263,000	62.2%
1996	274,000	59.1%
1997	286,000	57.2%
1998	270,000	58.5%
1999	283,000	58.6%
2000	328,000	60.7%
2001	222,000	52.1%
2002	199,000	49.0%
2003	200,000	49.4%
2004	259,000	49.8%
2005	313,000	53.8%

Main Destination. Almost half of all Australian visitors to California (45%) reported California was the main destination of their U.S. trip.

Purpose of Trip. Among all Australian visitors to California in 2005, 73% reported vacation/holiday was one of their major reasons for traveling. Other reasons for traveling included visiting friends/relatives (50%), business (21%), and attending a convention (14%).

Port of Entry. A combined total of 76% of Australian visitors to California entered the U.S. through west coast ports. Almost two-thirds (65%) entered through Los Angeles, followed by San Francisco (11%). The third highest port was Honolulu which processed 11% of Australian visitors to California.

Top Metropolitan Areas Visited in California. Australian visitors to California in 2005 tended to center their trip itineraries on the major cities of Los Angeles (66%), San Francisco (33%) and Anaheim (21%).

Leisure/Recreation Activities. The top leisure and recreation activities reported by visitors from Australia were shopping, dining and sightseeing. Australian travelers are more likely to frequent historical sites, visit amusement or theme parks, attend sporting events, and go on cruises than most other overseas visitors.

Advance Trip Decision. In total, Australian travelers to California reported making their trip decision 133 days in advance of their trip. This is a longer average trip decision time than the 90 days reported by all overseas visitors to California.

Means of Booking Air Trip. Over three-fourths of Australian travelers to California (78%) booked their air trip via a travel agent. This was higher than the other major overseas markets to California (57%).

Means of Booking Lodging. In 2005, 38% of Australian visitors to California reported booking their lodging through a travel agent, while 14% reported booking their lodging through a hotel/motel directly, compared to 10% for all overseas visitors to California.

Trip Information Sources. Among Australian visitors to California, the most frequently mentioned sources of information included: a travel agency (72%), followed by personal computer (31%), friends/relatives (20%), direct information from airlines (16%), and travel guides (9%).

Length of Stay. Australian visitors stayed an average of 22.9 nights in the U.S. and 9.0 nights in California. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

Sex and Age. Men comprised 55% of Australian travelers to California and their median age was 45 years. This is a little older than the median age of 42 years reported by all overseas male visitors to California. Women represented 45% of all Australian travelers to California in 2005 and their median age was 40 years. The median age reported by all overseas female visitors to California was also 40 years.

Travel Party Size. While most Australian travel groups consisted of adults only (89%), 11% of Australian travel groups to California included children. The proportion of Australian travel groups that include children was higher than most of the other major overseas markets to California studied in 2005. The mean travel party size for all Australian visitors to the state was 1.7 people, compared to a mean travel party size of 1.5 people for all overseas visitors to California.

Annual Household Income. Visitors from Australia reported slightly lower average median household incomes (\$76,400) relative to all overseas visitors to California (\$78,800).

Accommodations. Almost four-fifths of Australian visitors (79%) to California chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is the same as the 79% reported by all overseas visitors to California. Also typical was the 29% of Australian visitors stayed in a private home in 2005, compared to 30% for all overseas travelers to California.

Use of Prepaid Package. In 2005, 16% of Australian visitors used prepaid packages. This was very similar to the 15% of all overseas visitors to California who reported using prepaid packages.

Expenditures. Visitors to California from Australia spent an estimated 293 million dollars in California in 2005. Australian visitors were spending an average of \$104 per day during their visit, compared to \$103 for all overseas visitors. Each visitor to California from Australia spent an average of \$936 in the state.

Average International Airfare. Average international airfare to the U.S. was \$2,453 for Australian visitors, which was also significantly higher than the \$1,821 average international airfare reported by all overseas visitors to California during 2005.